



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Target Enterprises
15260 Ventura Blvd
Ste 1240
Sherman Oaks, CA 91403

Contract # 1354464

Schedule Dates 10/08/12-10/14/12
Advertiser Republican Governors Association of NC (32743)
Agency Target Enterprises (2076)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand REP GOVERNORS ASSOC (452580)
Salesperson Millennium/LA, Los Angeles (1101)
Sales Office Millennium Los Angeles
Buyer Name CRANE, CINDIE
Phone/Fax /
CPE 144
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments REP GOVERNORS ASSOC
JENNA AVISHAY
SHARE = 8%

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09790676
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$577.50
Net Total \$3,272.50
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Oct 2012
Grand Total: 36 \$3,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/08/12-10/12/12	4	:30	10A- Peoples Court	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	PEOPLES COURT	8/14/12
2.0	Normal Line / SPOT (2)	10/08/12-10/12/12	4	:30	10:58-25A- ABC-The View	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	THE VIEW	8/14/12
3.0	Normal Line / SPOT (3)	10/08/12-10/12/12	4	:30	12P- 1P (EST)	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	MILLIONAIRE	8/14/12
4.0	Normal Line / News (4)	10/08/12-10/12/12	4	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$150.00	\$750.00	Greensboro (WXLV)	ABC WORLD NEWS	8/14/12
5.0	Normal Line / News (6)	10/08/12-10/12/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$160.00	\$800.00	Greensboro (WXLV)	NEWS14 ABC45	8/14/12
6.0	Normal Line / SPOT (7)	10/08/12-10/12/12	4	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	NIGHTLINE	8/14/12
7.0	Normal Line / SPOT (8)	10/14/12-10/14/12	4	:30	10:58-40A- ABC-This Week							1		1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/14/12
8.0	Normal Line / SPOT (5)	10/08/12-10/12/12	5	:30	7P- 7:57P (EST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Greensboro (WXLV)	FAMILY FEUD	8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

1 of 3

Rep Firm	
Sales Office () LOS ANGELES
Salesperson () JENNA AVISHAY
Salesperson Phone#	323-966-5205
Salesperson FAX#	917-206-9005

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	10/08-10/12	10A-11A	PEOPLES COURT	.30	\$60.00	5	1	5	\$300.00
Rating: 1.6										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
2	M-F	10/08-10/12	11A-12P	THE VIEW	.30	\$60.00	5	1	5	\$300.00
Rating: 1.5										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
3	M-F	10/08-10/12	12P-1P	MILLIONAIRE	.30	\$60.00	5	1	5	\$300.00
Rating: 1.0										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
4	M-F	10/08-10/12	630P-7P	ABC WORLD NEWS	.30	\$150.00	5	1	5	\$750.00
Rating: 1.2										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										
5	M-F	10/08-10/12	7P-8P	FAMILY FEUD	.30	\$200.00	5	1	5	\$1,000.00
Rating: 3.2										
Buyline Comment: SPOTS MOVED FROM HL#9736794										
Sales Remark: VI SPOTS MOVED FROM HL#9736794										

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL ISSUE GROU
 Product REP GOVERNORS ASSOC
 Estimate# 144
 Buyer CINDIE CRANE
 Phone#
 Fax#
 Agency () TARGET ENTERPRISES
 15260 VENTURA BLVD, SUITE 1240
 SHERMAN OAKS, CA 91403
 Agency C/P1/P2/E //144
 Flight Dates 10/08/2012 - 10/14/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () LOS ANGELES
 Salesperson () JENNA AVISHAY
 Salesperson Phone# 323-966-5205
 Salesperson FAX# 917-206-9005

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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6 M-F 10/08-10/12 11P-1135P NEWS14 ABC45
 Rating: 1.4
 Buyline Comment: SPOTS MOVED FROM HL#9736794
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

7 M-F 10/08-10/12 1135P-1205A NITELINE
 Rating: 1.0
 Buyline Comment: SPOTS MOVED FROM HL#9736794
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

8 SU 10/14-10/14 11A-12P THIS WEEK
 Rating: 1.0
 Buyline Comment: SPOTS MOVED FROM HL#9736794
 Sales Remark: VI SPOTS MOVED FROM HL#9736794.

---REPORT TOTALS---
 Report Totals. 36 / \$3,850.00

---SALES MONTHLY TOTALS---

Oct 12. 36 / \$3,850.00
 Sales Totals. 36 / \$3,850.00
 Station Totals. 36 / \$3,850.00
 Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$48,125	CABL 0%	UNKN 0%	WEPX 0%	WCKG 0%	WFMY 9%
		WGHP 58%	WRWY 8%	WUPN 0%	WXTI 17%	WXLV 8%

Books null
 Demos RA35+

3272.50 / a.i

Rep Order# 9790676 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/14/2012 9:08 AM
Last Received: 08/13/2012 5:52 PM
Showing Buylines: All Lines

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Advertiser () POLITICAL ISSUE GROU
Product REP GOVERNORS ASSOC
Estimate# 144
Buyer CINDIE CRANE
Phone#
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